

Creativity and Technology without Boundaries



APAO 2018 Hong Kong Feb 8-11-2018

The 33rd Asia-Pacific Academy of Ophthalmology Congress
in conjunction with
The 29th Hong Kong Ophthalmological Symposium

Host:



Co-Hosts:



<http://2018.apaophth.org>



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Welcome Message

We are delighted to invite you to participate in the 33rd Asia-Pacific Academy of Ophthalmology Congress (APAO 2018) held in conjunction with the 29th Hong Kong Ophthalmological Symposium at Hong Kong Convention and Exhibition Centre on February 8 – 11, 2018. February 7, 2018, is primarily for pre-congress meetings with no main program.

Dedicated to driving ophthalmology forward in the Asia-Pacific region and beyond, the Asia-Pacific Academy of Ophthalmology organizes its annual congress to provide a platform for ophthalmologists and visual scientists to meet and exchange expertise in their subspecialty areas and to disseminate the highest standards of treatment, clinical and basic research, education and training, blindness prevention and patient care. The 33rd Asia-Pacific Academy of Ophthalmology Congress is anticipated to bring together more than 5,000 delegates and over 1,000 top-notch speakers from around the world to explore current knowledge in ophthalmology and visual sciences.

As one of the most important ophthalmic meetings in the Asia-Pacific region and beyond, the APAO annual congress provides a unique opportunity for all those working in the diagnosis and treatment of eye diseases to keep abreast of the latest developments in the rapidly changing and expanding field of ophthalmology. This year's theme, "Creativity and Technology without Boundaries," will focus on providing new and innovative solutions to a variety of ophthalmic challenges.

As "Asia's World City," Hong Kong is a premier destination for business and leisure travelers alike. It is well equipped with excellent transportation, communication and financial networks. From skyscrapers to soaring peaks, from bustling city streets to quiet country parks, Hong Kong offers a range of historic and modern attractions to suit the tastes of every visitor.

We are looking forward to another very successful congress: one that showcases the latest advances in ophthalmology and clinical and basic science research in which the needs of the industry as well as delegates are fully met. We are inviting companies to actively participate in this prestigious congress, which will be an excellent occasion for you to promote the interests of your company.

Yours sincerely,



Prof Clement Tham
Congress President
APAO 2018 Congress
APAO Secretary-General &
Congress Committee Chair



Prof Charles McGhee
APAO President



Prof Dennis Lam
Scientific Program Chair
APAO 2018 Congress

Congress Information

Asia-Pacific Academy of Ophthalmology (APAO)

The Asia-Pacific Academy of Ophthalmology (APAO) is a supranational organization that welcomes participation from national, territorial and subspecialty-based ophthalmic societies in the Asia-Pacific region. Being the major driving force of ophthalmic development in the Asia-Pacific region, the APAO seeks to promote the science and art of ophthalmology in the Asia-Pacific region, eliminate preventable blindness through teaching, research and service, foster cooperation between various ophthalmological societies in different countries, and encourage collaboration with other international and regional ophthalmological organizations. Accordingly, the APAO organizes an annual congress, co-organizes scientific meetings and conferences, publishes the *Asia-Pacific Journal of Ophthalmology*, recognizes ophthalmologists' achievements in research, education and blindness prevention, offers training and learning opportunities to young ophthalmologists.



Learn more about the APAO at www.apaophth.org.

Objectives

- To showcase the most important and cutting-edge clinical and research studies and outline new trends in the diagnosis and treatment of ophthalmic diseases;
- To provide a platform for fruitful scientific exchange, presentation of high-quality, original scientific studies and research;
- To promote the exchange of expertise and to disseminate the most updated clinical practice and international gold standards;
- To give delegates an opportunity to network, make and renew friendships;
- To keep delegates posted on industry research and developments.

Co-Hosts

Hong Kong Ophthalmological Society (HKOS)

The Hong Kong Ophthalmological Society (HKOS) was formed and registered on 16 August 1954 with Dr. Dansey Browning as the first Chairman. The Society was established with the objectives to maintain and upgrade the quality of eye care in Hong Kong, and to foster brotherhood among eye care professionals serving the public in Hong Kong. Every year since 1989, the HKOS has organized an annual scientific meeting in ophthalmology, as well as other ad-hoc open lectures by internationally renowned speakers. This tradition has been carried on jointly with the establishment of the College of Ophthalmologists of Hong Kong.



In addition, the Society has strong links with other health-related associations and has supported many public health talks and vision screening programs. There are at present over 300 members registered with the Society.

College of Ophthalmologists of Hong Kong (COHK)

The College of Ophthalmologists of Hong Kong was incorporated in October 1994 with the following objectives:

1. To promote for public benefit the advancement of knowledge in the field of ophthalmology;
2. To promote for public benefit the standard of ophthalmic care in Hong Kong;
3. To develop and maintain the good practice and to maintain high professional standards of competence in the field of ophthalmology;
4. To act as a consultative body for matters of educational or public interest concerning ophthalmology;
5. To encourage and support training, continuing education and research in ophthalmology.



Membership of the College comprises Fellows (including Founding Fellows and Honorary Fellows), Ordinary Members and Associate Members.

Attendance Profile

The APAO 2018 Congress is expected to bring together over 5,000 delegates. With a very strong scientific program, we are confident of excellent attendance at the 33rd APAO Congress. This is a summary of the attendance record of previous APAO congresses:

2017 Singapore 5,090 77

Countries

Attendees

Countries

2016 Chinese Taipei 4,567 60

Countries

2015 Guangzhou, China 10,139 66

Countries

2014 Tokyo, Japan 19,671 135

(in conjunction with WOC)

Countries

2013 Hyderabad, India 9,039 91

Countries

2012 Busan, Korea 4,732 72

Countries

2011 Sydney, Australia 3,718 76

Countries

2010 Beijing, China 11,607 103

Countries

2009 Bali, Indonesia 4,636 78

Countries

2008 Hong Kong 13,019 122

(in conjunction with WOC)

Countries

2007 Lahore, Pakistan 4,125 32

Countries

2006 Singapore 4,400 28

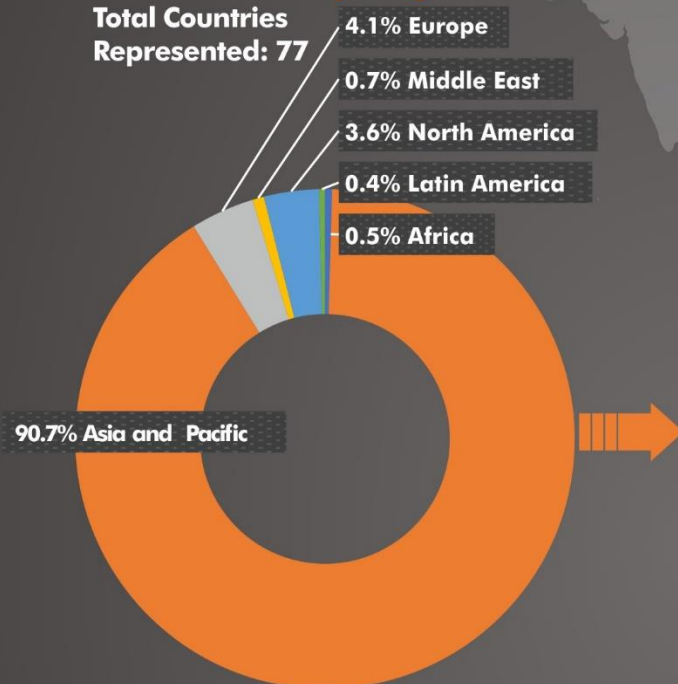
Countries

APAO 2017 Statistics

Attendance by Country in Asia-Pacific Region

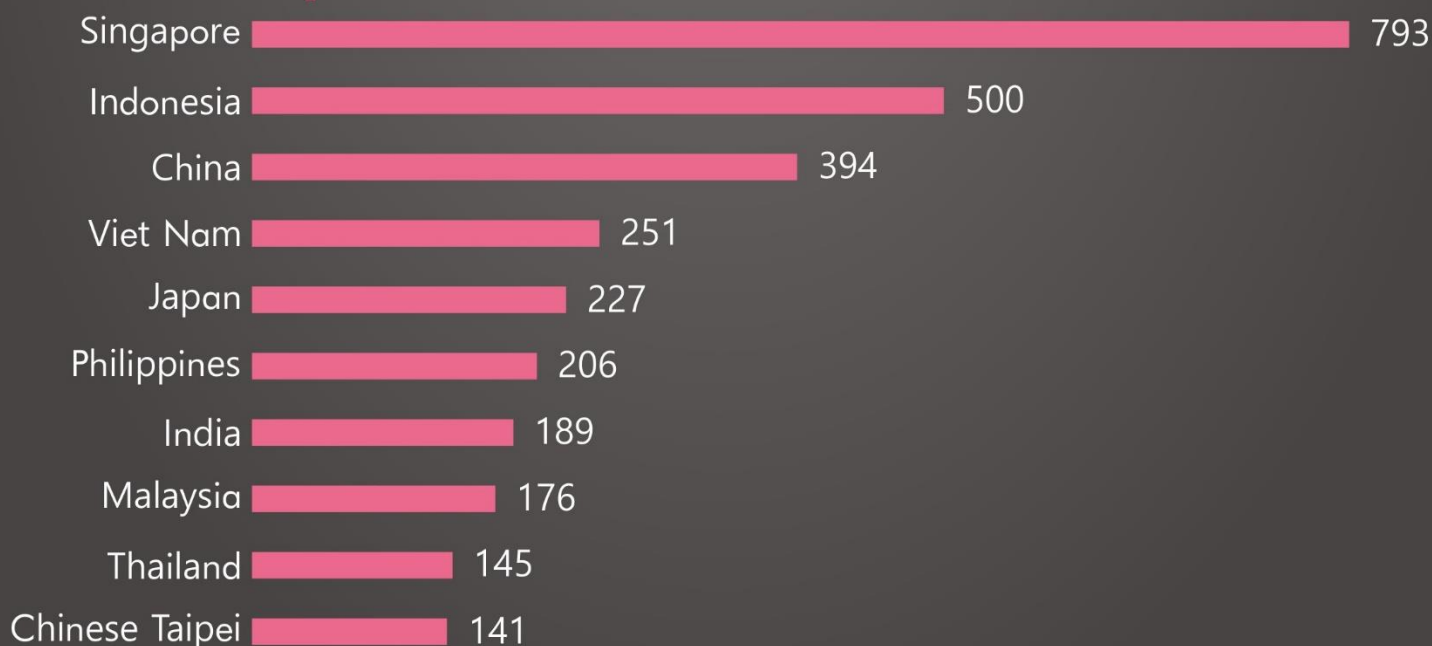
Attendance by Region

Total Countries
Represented: 77



Country	Delegates	%
Australia	136	3.6%
Bangladesh	118	3.1%
Cambodia	57	1.5%
China	394	10.3%
Chinese Taipei	141	3.7%
Hong Kong	101	2.6%
India	189	4.9%
Indonesia	500	13.1%
Japan	227	5.9%
Korea, Republic of	76	2.0%
Lao People's Democratic Republic	6	0.2%
Macao	1	0.0%
Malaysia	176	4.6%
Maldives	2	0.1%
Mongolia	17	0.4%
Myanmar	32	0.8%
Nepal	45	1.2%
New Zealand	26	0.7%
Pakistan	138	3.6%
Philippines	206	5.4%
Singapore	793	20.7%
Solomon Islands	1	0.0%
Sri Lanka	43	1.1%
Thailand	145	3.8%
Timor-Leste	1	0.0%
Viet Nam	251	6.6%

Top 10 Countries



Venue

The APAO 2018 Congress will take place in the Hong Kong Convention & Exhibition Centre in Hong Kong.

Located in the Central Business District, Hong Kong Convention & Exhibition Centre (HKCEC), one of the largest purpose-built complexes in Asia, has rental space totaling over 92,000 sqm, comprising 7 exhibition halls, 2 ballroom-style convention halls, 2 adjacent convention foyers, 52 meeting rooms and 2 theaters. The spacious atrium and ancillary area can be used for pre-function gatherings and supporting amenities.

The HKCEC is directly linked to two hotels, the Grand Hyatt Hong Kong and the Renaissance Hong Kong Harbour View Hotel, by covered footbridges and walkways. In addition to a total of over 1,400 rooms available at the Grand Hyatt Hong Kong and the Renaissance Hong Kong Harbour View, there are more than 5,000 hotel rooms available within 5 to 15 minutes' walking distance of the HKCEC.

Subway transport is only minutes away, and it serves Hong Kong's major urban areas. The airport, 40 km away, can easily be reached by road or the Airport Express Line in 30 minutes.



Program

Over the 3.5-day program of the APAO 2018 Congress, the scientific program will cover 16 subspecialty areas including clinical ophthalmology and visual sciences. It will foster interaction in a number of innovative ways and encourage dialogue through plenary sessions, free paper presentations, poster sessions, keynote lectures, video sessions, etc.

Chaired by Prof. Dennis Lam, the international advisory committee and scientific program committee have been identified. They will bring together over 1,000 top-notch speakers to engineer a world class scientific program.

The Opening Ceremony will follow a Plenary Session in which leading ophthalmology experts will discuss landmark achievements and top innovations in various subspecialties. For more details on the program, please visit our congress website at <http://2018.apaophth.org/>.

	Feb 7 (Wed) Day 0	Feb 8 (Thu) Day 1	Feb 9 (Fri) Day 2	Feb 10 (Sat) Day 3	Feb 11 (Sun) Day 4
06:30-07:00				Charity Run (06:30-08:00)	
07:00-07:30					
07:30-08:00					
08:00-08:30		Breakfast Symposia (S)* (08:00-08:45)	Breakfast Symposia (S)* (08:00-08:45)	Breakfast Symposia (S)* (08:00-08:45)	
08:30-08:45		Break	Break	Break	
08:45-09:00					Break
09:00-09:30		APAO Scientific Sessions (09:00-10:30)	APAO Scientific Sessions (09:00-10:30)	APAO Scientific Sessions (09:00-10:30)	APAO Scientific Sessions (09:00-10:30)
09:30-10:00	APAO Standing Committee Meetings (09:00-12:30)	Break	Break	Break	Break
10:00-10:30		APAO Scientific Sessions (11:00-12:30)	APAO Scientific Sessions (11:00-12:30)	APAO Scientific Sessions (11:00-12:30)	APAO Scientific Sessions (11:00-12:30)
10:30-11:00		Break	Break	Break	
11:00-11:30		Lunch Symposia (S)* (13:00-14:00)	Lunch Symposia (S)* (13:00-14:00)	Lunch Symposia (S)* (13:00-14:00)	
11:30-12:00		Break	Break	Break	
12:00-12:30		APAO Plenary Session (14:30-16:00)	APAO Scientific Sessions (14:30-16:00)	APAO Scientific Sessions (14:30-16:00)	
12:30-13:00	APAO Council Luncheon	APAO Opening Ceremony (16:00-17:00)	Break	Break	
13:00-13:30		Welcome Reception (17:00-17:30)			
13:30-14:00	APAO Council Meeting (13:30-16:00)				
14:00-14:30	Registration				
14:30-15:00	Break				
15:00-15:30	APAO General Assembly (16:30-17:30)				
15:30-16:00					
16:00-16:30					
16:30-17:00					
17:00-17:30					
17:30-18:00					
18:00-18:30					
18:30-19:00				Young Ophthalmologists' Night (18:00-20:00)	
19:00-19:30					
19:30-20:00					
20:00-20:30		Presidential Dinner (18:30-21:30)	Gala Dinner (18:30-21:30)		
20:30-21:00					
21:00-21:30					
21:30-22:00					

utes; S=Sponsored Programs with no CME points

Website

The APAO 2018 Congress website contains all details relating to the Congress. It will be updated from time to time. Please visit it regularly at <http://2018.apaophth.org/>.

Important Dates

Please mark your calendar with the following dates:

Schedule	Date
Abstract Submission Opens	April 18, 2017
Early Bird Registration Opens	April 18, 2017
Hotel Reservation Opens (for all delegates)	October 1, 2017
Abstract Submission Deadline	August 31, 2017
Early Bird Registration Deadline	October 30, 2017
Advance Registration Deadline	January 25, 2018
On-site Registration	February 8-11, 2018
Opening Ceremony & Plenary Session	February 8, 2018
Presidential Dinner	February 8, 2018
Gala Dinner	February 9, 2018
Charity Run	February 10, 2018

Sponsorship Opportunities

The 33rd Asia-Pacific Academy of Ophthalmology Congress (APAO 2018 Congress) will provide sponsors with exposure and access to delegates who have the capacity to influence the selection of products and services with their organizations. The Congress also provides you with the opportunity to demonstrate your support and commitment to the field of ophthalmology while our sponsorship program will extend your visibility beyond the exhibition hall to achieve maximum exposure at the congress.

In order to ensure that your company can achieve its objectives by taking part in the APAO 2018 Congress, a wide range of sponsorship opportunities is available. In addition to packages, sponsors can also consider taking out individual items.

Benefits & Acknowledgments

It is the express intention of the Congress Organizing Committee to ensure that package sponsors will receive the highest recognition in return for their generous support.

General benefits will include:

- Company name and logo on sponsored item(s)
- Acknowledgment in promotional materials
- Acknowledgment on the congress website
- Acknowledgment with company logo in the Final Program
- Company name and logo on sponsor acknowledgment boards, which will be prominently displayed throughout the congress venue
- Priority choice of exhibition space
- Use of congress logo on company communications relating to the APAO 2018 Congress

Sponsorship Packages

Sponsor Advantage Chart

Three different levels of sponsorship are being offered. The benefits of each are summarized as follows:

Benefit	Diamond US\$260,000	Platinum US\$185,000	Gold US\$155,000
1. Symposium	3 lunch symposiums (60 min ea.)	2 lunch symposiums (60 min ea.)	1 breakfast symposium (45 min ea.) 1 lunch symposium (60 min ea.)
2. Exhibition Space	72 m ² booth space in prime location	54 m ² booth space in prime location	36 m ² booth space in prime location
3. Complimentary Registration	30	15	10
4. Complimentary Presidential Dinner Tickets	2	1	N/A
5. Complimentary Gala Dinner Tickets	10	7	5
6. Congress App	3 pop-up ads	2 pop-up ads	N/A
7. Delegate Bag	Logo on the delegate bag	N/A	N/A
8. Product Catalogue in Delegate Bag	1	1	N/A
9. Delegate Insert	3	2	1
10. Logo on congress flyers, backdrops, registration area, signage inside congress venue & mobile app	✓	✓	✓
11. Logo on the back of name badge	✓	✓	✓
12. Acknowledgment in monthly e-newsletter	✓	✓	✓
13. Final Program – Advertising	3 full pages Full color	2 full pages Full color	1 full page Full color
14. Logo link on congress website to own site	Logo link + 500-word company profile	Logo link + 300-word company profile	Logo link + 200-word company profile
15. Use of APAO 2018 Congress logo	✓	✓	✓
16. Advance mailing to delegate list	3	2	1
17. Peripheral Items [#]	20% discount	20% discount	20% discount

Remarks

1. Upgrade from breakfast symposium to lunch symposium depends on the availability of venues, and sponsors may incur extra costs with regards to the upgrade.
2. Upgrade from lunch symposium to live surgery depends on the availability of venues, and sponsors may incur extra costs with regards to the upgrade.
3. Package sponsors are signed up on a first come, first serve basis.
4. For information about the Silver and Bronze Packages, please refer to p. 16.

[#] Applicable to sponsorship items in category C & D only, please refer to p. 17-21

Diamond Sponsorship Packages (Max = 6)

US\$260,000

1. Lunch Symposium

- Three 60-minute lunchtime symposiums in a lecture hall (capacity over 200) on three different days. (The three symposiums MUST be scheduled on three different days.)
- The exact schedule of the symposiums will be assigned by the organizers who will endeavor to accommodate the needs of every diamond sponsor as much as possible.
- Food and drinks are to be provided for the audience attending the sponsored symposiums at sponsors' own expense.

2. Exhibition Space

- Eight complimentary units (= 72 m²)
- Three complimentary exhibitor badges for each 9 m² exhibit space
- Priority choice of exhibition space and location. The larger the area, the higher the priority.
- Neither talks nor wet labs are to be conducted in the exhibition space without prior approval from the Organizer.

3. Complimentary Registration

- Thirty complimentary trade delegate badges
- Each trade delegate registration will have the same entitlement as normal delegate registration.

4. Presidential Dinner

- Two complimentary tickets

5. Gala Dinner

- Ten complimentary tickets

6. Congress App

- Three pop-up advertisements in the congress application program on three different days selected by the sponsor. (The three pop-up ads MUST be scheduled on 3 different days.)

7. Delegate Bag

- Company logo will be printed (1 color) on the delegate bag along with the congress logo. Order of the logos will be based on the alphabetical order of the company names.

8. Product Catalogue

- One product catalogue of less than 8 pages and not more than 150 grams for each page.

9. Delegate Insert

- Up to three promotional leaflets/flyers in A4/A5/B5 size and not more than 150 grams for each leaflet/flyer.

10. Logo

- Company logo on congress flyers, backdrops in registration area, signage in congress venue, mobile application program, the back of name badge and e-newsletters (approximately 8 issues with circulation of over 30,000 per issue)

11. Final Program – Advertising

- Three full page, 4-color ads in the Final Program Book

12. Logo Link

- Logo link on congress website to company website and company name link to company profile in less than 500 words

13. Use of Congress Logo

- Use of congress logo on company communications relating to the APAO 2018 Congress

14. Advance Mailing

- Three advance mailings to delegate list

15. Peripheral Items

- 20% discount on the order of delegate items and on-site items on the peripheral item list

Remarks: Diamond sponsors will be given priority over platinum, gold, silver and bronze sponsors in the assignment of sponsored symposiums and exhibition space.

Platinum Sponsorship (Max = 6)

US\$185,000

1. Lunch Symposium

- Two 60-minute lunchtime symposiums in a lecture hall (capacity over 200) on two different days. (The two symposiums MUST be scheduled on two different days.)
- The exact schedule of the symposiums will be assigned by the organizers who will endeavor to accommodate the needs of every platinum sponsor as much as possible.
- Food and drinks are to be provided for the audience attending the sponsored symposiums at sponsors' own expense.

2. Exhibition Space

- Six complimentary units (= 54 m²)
- Three complimentary exhibitor badges for each 9 m² exhibit space
- Priority choice of exhibition space and location after diamond sponsors. The larger the area, the higher the priority.
- Neither talks nor wet labs are to be conducted in the exhibition space without prior approval from the Organizer.

3. Complimentary Registration

- Fifteen complimentary trade delegate badges
- Each trade delegate registration will have the same entitlement as normal delegate registration.

4. Presidential Dinner

- Two complimentary tickets

5. Gala Dinner

- Seven complimentary tickets

6. Congress App

- Two pop-up advertisements in the congress application program on 2 day selected by the sponsor

7. Product Catalogue

- One product catalogue of less than 8 pages and not more than 150 grams for each page.

8. Delegate Insert

- Up to two promotional leaflets/flyers in A4/A5/B5 size and not more than 150 grams for each leaflet/flyer.

9. Logo

- Company logo on congress flyers, backdrops in registration area, signage in congress venue, mobile application program, the back of name badge and e-newsletters (approximately 8 issues with circulation of over 30,000 per issue)

10. Final Program – Advertising

- Two full page, 4-color ads in the Final Program Book

11. Logo Link

- Logo link on congress website to company website and company name link to company profile in less than 300 words

12. Use of Congress Logo

- Use of congress logo on company communications relating to the APAO 2018 Congress

13. Advance Mailing

- One advance mailing to delegate list

14. Peripheral Items

- 20% discount on the order of delegate items and on-site items on the peripheral item list

Remarks: Platinum sponsors will be given priority over gold, silver and bronze sponsors in the assignment of sponsored symposiums and exhibition space.

Gold Sponsorship (Max = 7)

US\$155,000

1. Breakfast Symposium

- One 45-minute breakfast symposium in a lecture hall (capacity over 200)
- The exact schedule of the symposium will be assigned by the organizers who will endeavor to accommodate the needs of every gold sponsor as much as possible.
- Food and drinks are to be provided for the audience attending the sponsored symposiums at sponsors' own expense.
- The sponsor may upgrade the breakfast symposium to another lunch symposium by settling the price difference.

2. Lunch Symposium

- One 60-minute lunchtime symposium in a lecture hall (capacity over 200)
- The exact schedule of the symposium will be assigned by the organizers who will endeavor to accommodate the needs of every gold sponsor as much as possible.
- Food and drinks are to be provided for the audience attending the sponsored symposiums at sponsors' own expense.

3. Exhibition Space

- Four complimentary units (= 36 m²)
- Three complimentary exhibitor badges for each 9 m² exhibit space
- Priority choice of exhibition space and location after diamond and platinum sponsors. The larger the area, the higher the priority.
- Neither talks nor wet labs are to be conducted in the exhibition space without prior approval from the Organizer.

4. Complimentary Registration

- Ten complimentary trade delegate badges
- Each trade delegate registration will have the same entitlement as normal delegate registration.

5. Gala Dinner

- Five complimentary tickets

6. Delegate Bag

- Up to one promotional leaflet/flyer in A4/A5/B5 size and not more than 150 grams for each leaflet/flyer.

7. Logo

- Company logo on congress flyers, backdrops in registration area, signage in congress venue, mobile application program, the back of name badge and e-newsletters (approximately 8 issues with circulation of over 30,000 per issue)

8. Final Program – Advertising

- One full page, 4-color ad in the Final Program Book

9. Logo Link

- Logo link on congress website to company website and company name link to company profile in less than 200 words

10. Use of Congress Logo

- Use of congress logo on company communications relating to the APAO 2018 Congress

11. Advance Mailing

- One advance mailing to delegate list

12. Peripheral Items

- 20% discount on the order of delegate items and on-site items on the peripheral item list

Remarks: Gold sponsors will be given priority over silver and bronze sponsors in the assignment of sponsored symposiums and exhibition space.

Silver Sponsorship

US\$120,000

Sponsors that support the congress with a total sponsorship of US\$120,000 – US\$154,999 are automatically considered as silver sponsors with the following entitlements:

1. Signage

- Company logo on congress flyers, backdrops in registration area, signage in congress venue, mobile application program and e-newsletters (approximately 8 issues with circulation of over 30,000 per issue)

2. Final Program – Advertising

- One full page, 4-color ad in the Final Program Book

3. Logo Link

- Logo link on congress website to company website and company name link to company profile in less than 100 words

Bronze Sponsorship

US\$80,000

Sponsors that support the congress with a total sponsorship of US\$70,000 – US\$99,999 are automatically considered as bronze sponsors with the following entitlements:

1. Signage

- Company logo on congress flyers, backdrops in registration area, signage in congress venue, mobile application program and e-newsletters (approximately 8 issues with circulation of over 30,000 per issue)

2. Final Program – Advertising

- One half page, 4-color ad in the Final Program Book

3. Logo Link

- Logo link on congress website to company website and company name link to company profile in less than 50 words

Sponsorship Items

Scientific Program Items

Sponsored Programs

A1 Live Surgery

US\$40,000

Sponsors will have the opportunity to hold a live surgery session during lunchtime in a lecture hall seating over 200 delegates. The session will be of 120 minutes' duration. The exact schedule will be assigned by the organizer. It is the responsibility of the sponsors to provide medico-legal insurance coverage for the surgery, to obtain registration for non-local doctors to perform the surgery in the host country and to arrange for the equipment necessary for live transmission of the surgery to the lecture hall.

A2 Wet Laboratory Instruction Course

US\$15,000 per session

Sole Sponsor for each subspecialty: US\$90,000 per day

New wet laboratory surgical training sessions will be organized for the first time at an APAO Congress in 2018. These wet labs allow delegates to learn and practice new surgical techniques and learn how to prevent and manage complications.

Sponsors will have the opportunity to hold a web lab session in a room seating from 15-50 delegates. Each session will be of 120 minutes' duration. In total, Day 1 of the Congress will include 3 wet lab sessions, with 4 sessions each on Day 2 and 3. The exact schedule will be assigned by the organizer. It is the responsibility of the sponsors to arrange all instructors and equipment necessary for the wet lab sessions.

A3 Lunch Symposium

US\$32,000

Sponsors will have the opportunity to hold a lunch symposium in a lecture hall seating over 200 delegates. The session will be of 60 minutes' duration and the exact symposium schedule will be assigned by the organizer. Food and drinks are to be provided for the audience at sponsors' own expense.

A4 Breakfast Symposium

US\$22,000

Sponsors will have the opportunity to hold a breakfast seminar in a lecture hall seating over 200 delegates. The session will be of 45 minutes' duration and the exact symposium schedule will be assigned by the organizer. Food and drinks are to be provided for the audience at sponsors' own expense.

Others

A5 Speaker-Ready Room

US\$25,000

The **sole sponsor's** logo will be displayed as the background of the monitor along with the congress logo on every computer in the Speaker-Ready Room. The sole sponsor's logo will also be displayed in prominent places in the Speaker-Ready Room exclusively.

A6 Electronic Video and Poster Platform

US\$20,000

There will be a designated area in the congress venue for electronic display of videos and posters. The electronic video and poster platform is a major feature of the congress and is a crucial networking and learning opportunity for the participants. The **sole sponsor's** name and logo will be prominently displayed on the touch-screen monitors and will also appear on the instructions to video and poster presenters. The sponsor will be acknowledged in the Final Program next to details of the electronic video and poster platform.

A7 Travel Grants

US\$20,000

The **sole sponsor** will be acknowledged on the web-based Travel Grant application system. Grant recipients will be informed of the funding source of the Travel Grants. The Travel Grant will be named as "APAO-Company Yasuo Tano Travel Grants."

Social Program

B1 Presidential Dinner (Day 1 evening, February 8, 2018)

US\$40,000

The **sole sponsor** will have the opportunity to sponsor this prestigious occasion which will be attended by around 200 VIPs invited by the Congress President. The sole sponsor's logo will appear on the backdrop, banner and signage in the venue wherever appropriate. A representative of the sole sponsor will be invited to give a 2-minute speech.

B2 Gala Dinner (Day 2 evening, February 9, 2018)

US\$40,000

The **sole sponsor** will have the opportunity to sponsor this open reception intended for all delegates attending the 33rd APAO Congress. The sole sponsor's logo will appear on the backdrop, banner and signage in the venue wherever appropriate. A representative of the sole sponsor will be invited to give a 2-minute speech.

B3 APAO LDP Alumni Reception (Day 3 afternoon, February 10, 2018)

US\$10,000

The **sole sponsor** will have the opportunity to sponsor this prestigious LDP alumni luncheon reception intended for all APAO LDP graduates (n = >130), APAO leaders and Council Members, program coordinators and instructors. The sole sponsor's logo will appear on the backdrop, banner and signage wherever appropriate in the venue. The **sole sponsor** may place their company name and logo on the abstract book that contains all the project abstracts to be presented by the APAO LDP graduating class. The sole sponsor's support will be acknowledged on the respective APAO LDP graduating class webpage.

B4 Charity Run (Day 3 morning: February 10, 2018)

US\$6,000

The **sole sponsor** will have the opportunity to sponsor this charity run intended to raise funds for one of APAO's national member societies in need. The APAO Charity Run was organized in 2016 and 2017 with nearly 100 participants on average. The funds raised were donated to Nepal for its post-earthquake relief works and Guide Dogs Association of the Blind (GDAB). The sole sponsor's logo will appear on the event invitation and promotional materials, including the webpage of the Charity Run.

B5 Young Ophthalmologists' Night (Day 3 evening: February 10, 2018)

US\$4,000

The **sole sponsor** will have the opportunity to sponsor this prestigious gathering intended for all young ophthalmologists (YO) attending the APAO Annual Congress, APAO leaders and Council Members, the APAO YO symposium coordinators and invited speakers. The sole sponsor's logo will appear on the event invitation and the APAO YO webpage.

Branding Items

Advertising Items

C1 Advertisement in the Final Program

Divider	US\$4,000
Back of Front Cover	US\$5,000
Front of Back Cover	US\$4,000
Back of Back Cover	US\$6,000
Run of Page (Full)	US\$3,000
Run of Page (Half)	US\$1,500

Benefits: Advertisements in the Final Program, which will be distributed to every delegate together with the delegate bag. The final advertisement artwork file is to be provided by individual sponsors.

C2 Mobile Guide Pop-Up Ads

US\$4,000

A pop-up advertisement will be shown in the Mobile Guide (Congress App). The pop-up ad will be displayed on a single congress day selected by the sponsor. A maximum of 3 pop-up ads (excluding house ads) will be displayed per congress day. The final advertisement artwork file is to be provided by individual sponsors.

C3 Inbox Announcements

US\$4,000

An inbox message sent to all delegates using the congress mobile guide. The message will be sent once on a single congress day selected by the sponsor. The message content is to be provided by individual sponsors and is subject to approval by the Organizing Committee.

Delegate Items

D1 Mobile Guide

US\$50,000

The **sole sponsor's** logo will be displayed in a prominent position in the application program for smartphones and tablet computers. (Production cost inclusive)

D2 Pocket Program

US\$30,000

The **sole sponsor's** exclusive advertisement will be shown in a prominent position in the Pocket Program. (Production cost inclusive)

D3 Lanyard

US\$30,000

The **sole sponsor's** logo will be printed on the lanyard, which will be distributed to every delegate attending the event together with the congress logo and the organizers' logo. (Production cost inclusive)

D4 Pads and Pens

US\$8,000

The **sole sponsor** can highlight their company name and logo on two items that will see continuous use throughout the congress. The pads and pens will be distributed in the delegate bag and should be supplied by the sole sponsor who will bear the production cost.

On-site Items

E1 VIP Lounge

US\$30,000

The **sole sponsor's** logo will be displayed on coffee tables and other prominent places in the Lounge, where free flow of coffee and light refreshments will be served to our VIPs. The costs of light refreshments and drinks are inclusive.

E2 Coffee Break

US\$10,000

Sponsors will have the opportunity to organize two 30-minute inter-session coffee breaks, one in mid-morning and the other in the afternoon, at the designated coffee break station located in the video/poster presentation area. The exact coffee break schedule will be assigned by the organizer. Signage with the sponsor's logo will be erected in the coffee station during the break. Light refreshments and drinks are to be provided by the sponsors at their own expense.

E3 Executive Suite

US\$100 per square meter

Sponsors will have the opportunity to rent an executive suite with a total area ranging from 42 m² to 100 m² as an office or meeting space on site from February 8-11, 2018. AV/IT equipment is to be provided at sponsors' own expense. Package sponsors will enjoy priority over exhibitors in securing an executive suite.

E4 Signage

US\$20,000

There will be extensive congress signage around the congress venue. Sponsors can have the opportunity to print their company logo on all directional signs.

E5 Bottled Water

US\$10,000

Bottled water with sponsors' logos printed on the labels will be distributed at water stations positioned all around the venue. This provides a great opportunity for sponsors to increase their visibility outside the exhibition hall.

Code of Practice

Please note that it is the Sponsor's / Exhibitor's responsibility to comply with the local authority's regulations and the Code of Practice on the Promotion of Medicine by European Federation of Pharmaceuticals Industries & Associations (EFPIA) available at www.efpia.org and by International Federation of Pharmaceutical Manufacturers & Associations (IFMPA) available at www.ifpma.org.

Exhibition Information

Modular Stands

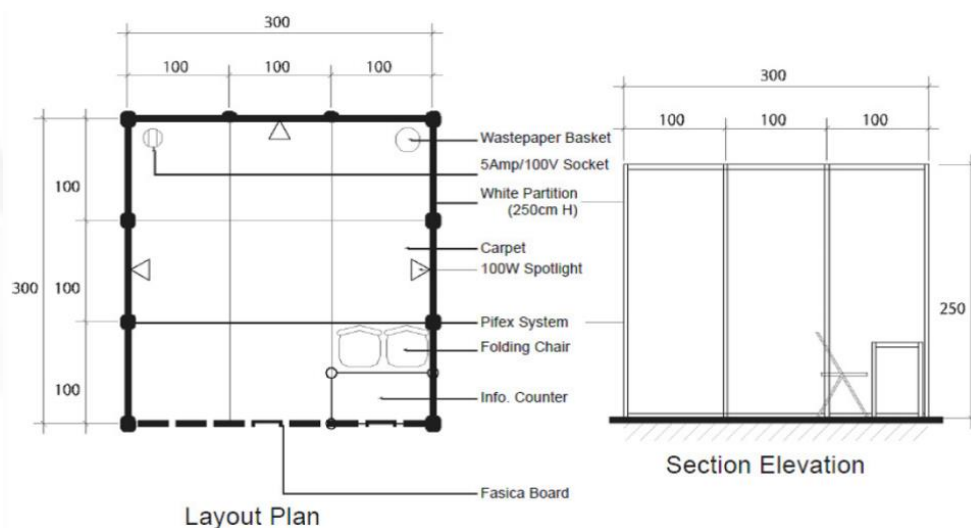
Shell scheme is provided for all stands unless a space only block is requested. The charge per booth is as follows:

Modular Booth	Price
3m X 3m Standing Booth	US\$8,000

* A floor plan will be sent along with the exhibitor guidelines and booth application form at a later stage. Companies interested in being an exhibitor can contact us to make a reservation for the time being.

The stand fee includes the following:

- Complimentary exhibitor name badges for 3 persons per 9 square meters
- Shell scheme with fascia panel, if required
- Needle punched carpet flooring
- Two 100W spot lights
- One information counter (1m X 0.5m X 0.75m)
- Two folding chairs
- One 5A/100V socket (Power supply time: 0900 – 1730)
- 24-hour security
- Daily cleaning of the aisles and common areas



Modular booth rentals do not include material handling, drayage, individual booth lighting, transporting, warehousing, brokerage services, special materials, carpets or furnishings beyond those specified above; or movement, transfer, removal, storage, setup and dismantling of custom exhibits.

Booth Application

Company Information

Provide the company name as it should appear in program materials and the company's headquarters address, office or customer service phone number, general email address and website.

Contact Information

Provide the main contact information, name, position, address, direct phone number, cell phone number and personal email address. The main contact receives all communications about the congress via this email.

Invoice Information

Provide the billing company name, name, position, address, direct phone number, cell phone number and personal email address.

Booth Choices

Please indicate at least 4 booth locations in different areas of the exhibition in order of your preference, keeping your priority point status into consideration. The priority of booth assignment will be assessed according to the company's earned priority points and payment date. Companies with the greatest number of points are assigned first, progressing to companies with the fewest.

When assigning booth space, we will take into account your company's priority points, payment status, your preferred booth type and the booth location(s) you have chosen. Every effort will be made to assign one of your booth choices. If your booth choices are not available, we will ask you to submit additional selections.

Adjacent and Shared Exhibit Space

Sharing of exhibit space is only permitted for divisions of the same company and those with exclusive distributing agreements. Consideration of adjacent and shared exhibit space requests is offered only if the request is submitted as part of the booth booking. Evidence of exclusive distributing agreement must be submitted at the time request to share exhibit space is submitted. The booth assignment is based on the companies' averaged priority points.

Priority Points Program

The Priority Points Program is a participation and loyalty reward system for APAO Congress corporate partners including Exhibitors and Sponsors.

The program is designed to reward corporate partners for their support and provide a clear and transparent scheduling process of the exhibit booth space order for each exhibitor.

To benefit from the Priority Points Program, the company is required to submit the completed booking form to the APAO Secretariat by the priority point deadline of August 31. The Priority Points Program will not be applied to late submissions.

The priority of booth assignment will be assessed according to the company's earned priority points and payment date. Companies with the greatest number of points are assigned first, progressing to companies with the fewest.

The priority points can be accrued through attendance at the previous congress as well as sponsoring, advertising and supporting the congress programs.

When two companies with equal points request the same space, priority will be given to the company which has exhibited at three previous congresses in the past 5 years. If a tie still exists after evaluating this criterion, the exhibit space will be assigned on a first come, first served basis based on the booking and payment dates.

Violations of or failure to adhere to APAO policies, contracts, rules and regulations will result in points being deducted from a company's total points.

The priority point system is subject to cancellation, change or modification by APAO at any time without prior notice.

Priority Points are accrued annually and added to the cumulative total in the following ways:

1. Exhibiting

- 1 point for exhibiting in the current year
- 1 point for exhibiting at 5 previous consecutive congresses

2. Booth Size

- 1 point per every 9 sqm of booth space

3. Payment

- 3 points for sending full payment with the booking form by the priority point deadline: Thursday, August 31

4. Total Congress Expenditure

- Total event expenditure includes booth cost, registration and sponsorship at the APAO 2018 Congress.

Points Earned	Total Amount Spent
10	US\$50,000 – US\$99,999
15	US\$100,000 – US\$149,999
30	US\$150,000 – US\$179,999
35	US\$180,000 – US\$209,999
50	US\$210,000+

5. Total Advertising Expenditure

- Total advertising expenditure includes delegate items, advertising items and onsite items

Points Earned	Total Amount Spent
5	US\$10,000 – US\$29,999
7	US\$30,000 – US\$49,999
10	US\$50,000+

6. Sponsoring Social Programs and/or APAO projects

- 5 points for sponsoring any two of the following social programs:
 - Presidential Dinner
 - Gala Dinner
 - APAO LDP Alumni Reception
 - Young Ophthalmologists' Night
- 5 points for sponsoring APAO Projects
 - APAO Gateway Project
 - APAO Leadership Development Program
 - Asia-Pacific Journal of Ophthalmology
 - APAO International Fellowship Program
 - Asia-Pacific Eye Care Week

7. Donation & APAO Project/ Program Sponsorship

- Total amount donated to the APAO Charity Run / other congress related charity events

Points Earned	Total Donation Amount
1	US\$1,500 – US\$3,999
3	US\$4,000 – US\$9,999
5	US\$10,000 – US\$29,999
7	US\$30,000+

8. Completion of the Post-Congress Survey

- 5 points for completing the post-congress survey

Bookings and Contracts

Contracts and Confirmation

Sponsors

Once a sponsorship booking form is received, a contract will be sent to you for completion with an accompanying invoice for deposit payment. This contract should be signed and returned with the payment.

Exhibitors

Once a reservation request is received, a confirmation will be emailed to you with an accompanying invoice for deposit payment.

Booking Procedures and Payment Information

Terms of Payment

50% upon receipt of the sponsorship agreement/exhibition confirmation and invoice
50% by October 13, 2017

All payments must be received before the start date of the congress. Should the sponsor/exhibitor fail to complete payment prior to the commencement of the congress, the organizers will be entitled to cancel the reservation, subject to cancellation fees.

Payment Method

Payment should be made via Electronic Fund Transfer (EFT)[†] to the following bank account:

Bank Name:	Hang Seng Bank
Name of the Account:	Asia-Pacific Academy of Ophthalmology Limited
Account Number:	383-779485-883 (USD)
Bank Address:	83 Des Voeux Road, Central, Hong Kong
Swift Code:	HASE HKHH XXX

[†] Bank handling charges must be absorbed by the payer.

All exhibitor space fees must be paid in full by Friday, October 13. If the balance is not received by the deadline, the company will not be assigned a booth location until the final payment has been received.

Late payment will result in priority point loss, and the congress secretariat may reassign or cancel the company's space without notification.

Applications received after October 13 must include payment in full. Applications will not be processed until the appropriate payment has been received.

No company will be allowed to exhibit unless full payment for exhibit space has been received.

Cancellation/Modification

Cancellation or modification of sponsorship items or exhibition stands must be made in writing to the organizers. The organizers shall retain:

20% of the agreed amount if the cancellation/modification is made before June 30, 2017;

50% of the agreed amount if the cancellation/modification is made between June 30 and October 13, 2017;

100% of the agreed amount the cancellation/modification is made after October 13, 2017.

Contact Information

For booking or enquiries, please contact:

Central Secretariat

Ms Cynthia Wong

Congress Manager

Asia-Pacific Academy of Ophthalmology

Tel: (852) 3943-5826

Fax: (852) 2715-9490

Email: cynthiawong@apaophth.org

Booking Form – Sponsorship & Exhibition



**APAO
2018
Hong Kong**
Feb 8-11-2018

Please complete all details and return to Ms. Cynthia Wong at cynthiawong@apaophth.org.

Company Information		
Company Name: _____		
Contact Name: _____	Position: _____	
Address: _____		

Tel: _____	Fax: _____	
Email: _____	Website: _____	

Contact Information		
Company Name: _____		
Contact Name: _____	Position: _____	
Address: _____		

Tel: _____	Fax: _____	
Email: _____	Website: _____	

Invoice Information		
Company Name: _____		
Contact Name: _____	Position: _____	
Address: _____		

Tel: _____	Fax: _____	
Email: _____	Website: _____	

Sponsorship Package

We wish to book the following sponsorship package
(please check the appropriate box):

Sponsorship Package	Price	Check
Diamond Sponsorship (Maximum = 2)	US\$260,000	<input type="checkbox"/>
Platinum Sponsorship (Maximum = 3)	US\$185,000	<input type="checkbox"/>
Gold Sponsorship (Maximum = 5)	US\$155,000	<input type="checkbox"/>
Silver Sponsorship	US\$120,000	<input type="checkbox"/>
Bronze Sponsorship	US\$80,000	<input type="checkbox"/>

Booking Form – Sponsorship & Exhibition



(Booking Form Cont.)

Sponsorship Items

Please state if you would like to order sponsored seminars and coffee breaks.
Package sponsor applicants with no additional orders can leave blank.

Scientific Program Items	Price	Check
A1 Live Surgery	US\$40,000	<input type="checkbox"/>
A2 Wet Laboratory Instruction Courses	On Request	<input type="checkbox"/>
A3 Lunch Symposium	US\$32,000	<input type="checkbox"/>
A4 Breakfast Symposium	US\$22,000	<input type="checkbox"/>
Other Scientific Program Items	Price	Check
A5 Speaker-Ready Room	US\$25,000	<input type="checkbox"/>
A6 Electronic Video & Poster Platform	US\$20,000	<input type="checkbox"/>
A7 Travel Grants	US\$15,000	<input type="checkbox"/>
Social Program	Price	Check
B1 Presidential Dinner	US\$40,000	<input type="checkbox"/>
B2 Gala Dinner	US\$40,000	<input type="checkbox"/>
B3 APAO LDP Alumni Reception	US\$10,000	<input type="checkbox"/>
B5 Charity Run	US\$6,000	<input type="checkbox"/>
B6 Young Ophthalmologists' Night	US\$4,000	<input type="checkbox"/>

Branding Items

Please check the additional items you would like to order. Package sponsor applicants can enjoy a 20% discount on delegate items and on-site items.

Advertising Items	Price	Quantity
C1 Advertisement in the Final Program		
Divider	US\$4,000	
Back of Front Cover	US\$5,000	
Front of Back Cover	US\$4,000	
Back of Back Cover	US\$6,000	
Run of Page (Full)	US\$3,000	
Run of Page (Half)	US\$1,500	
C2 Mobile Guide Pop-Up Ads	US\$20,000	

Booking Form - Sponsorship & Exhibition



APAO
2018
Hong Kong
Feb 8-11-2018

(Booking Form Cont.)

Advertising Items (Cont.)	Price	Quantity
C3 Inbox Announcements	US\$4,000	

D1 Mobile Guide	US\$50,000	<input type="checkbox"/>
D2 Pocket Program	US\$30,000	<input type="checkbox"/>
D2 Lanyard	US\$30,000	<input type="checkbox"/>
D3 Pads and Pens	US\$8,000	<input type="checkbox"/>

On-Site Items	Price	Check
E1 VIP Lounge	US\$30,000	<input type="checkbox"/>
E2 Coffee Break	US\$10,000	<input type="checkbox"/>
E3 Executive Suite	US\$100 / sqm	<input type="checkbox"/>
E4 Signage	US\$20,000	<input type="checkbox"/>
E5 Bottled Water	US\$10,000	<input type="checkbox"/>

Exhibit Booth

Please state the number of booths needed. Package sponsor applicants can leave blank if no extra exhibition space is required.

Stand	Unit Price	Quantity	Space Request (please check if appropriate)
3 x 3 Standard Booth	US\$8,000		<input type="checkbox"/> Space Only

Preference

1st: _____ 2nd: _____
3rd: _____ 4th: _____

■ Please indicate your choices of booth location in order of preference and which companies you would like to be near or avoid. Booth assignment will be made first for diamond sponsors, followed by platinum, gold, silver and bronze sponsors.

Payment Schedule

- 50% upon receipt of the exhibition confirmation and invoice
- 50% from June 30 – October 30, 2017
- 100% on or after October 30, 2017

Cancellation Penalties

- 20% through June 30, 2017
- 50% from June 30 – October 30, 2017
- 100% on or after October 30, 2017

Payment in full is required no later than October 30. Failure to complete payment does not release the contract or financial obligation of the Exhibitor.

☐ We understand the application procedure and agree to abide by the Guidelines for Industry Participation for the Conference. I confirm that I am authorized to sign this form on behalf of the Applicant/Company.

Signature: _____

Date: _____